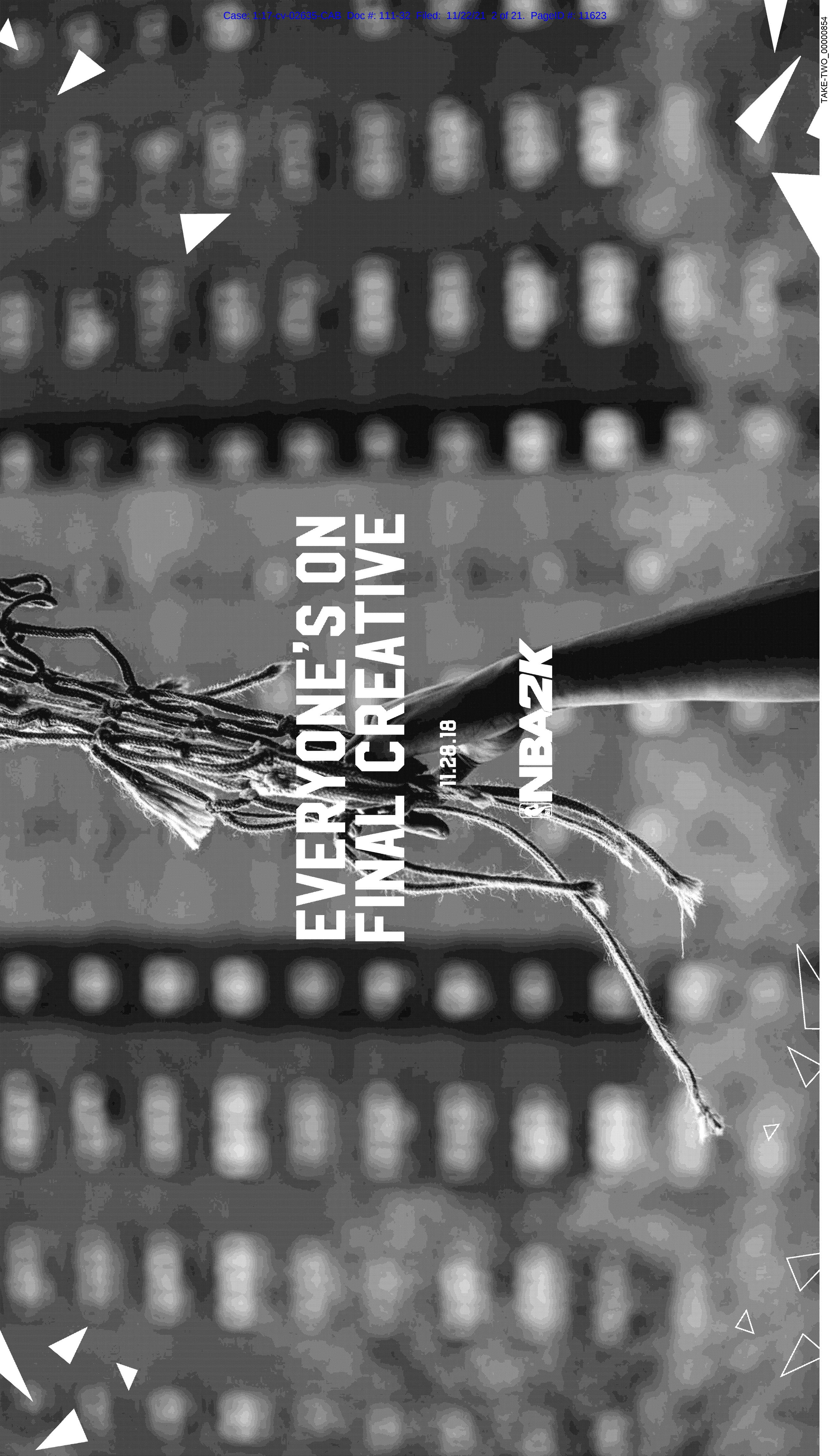


EXHIBIT A-31



EVERYONE'S ON
FINAL CREATIVE

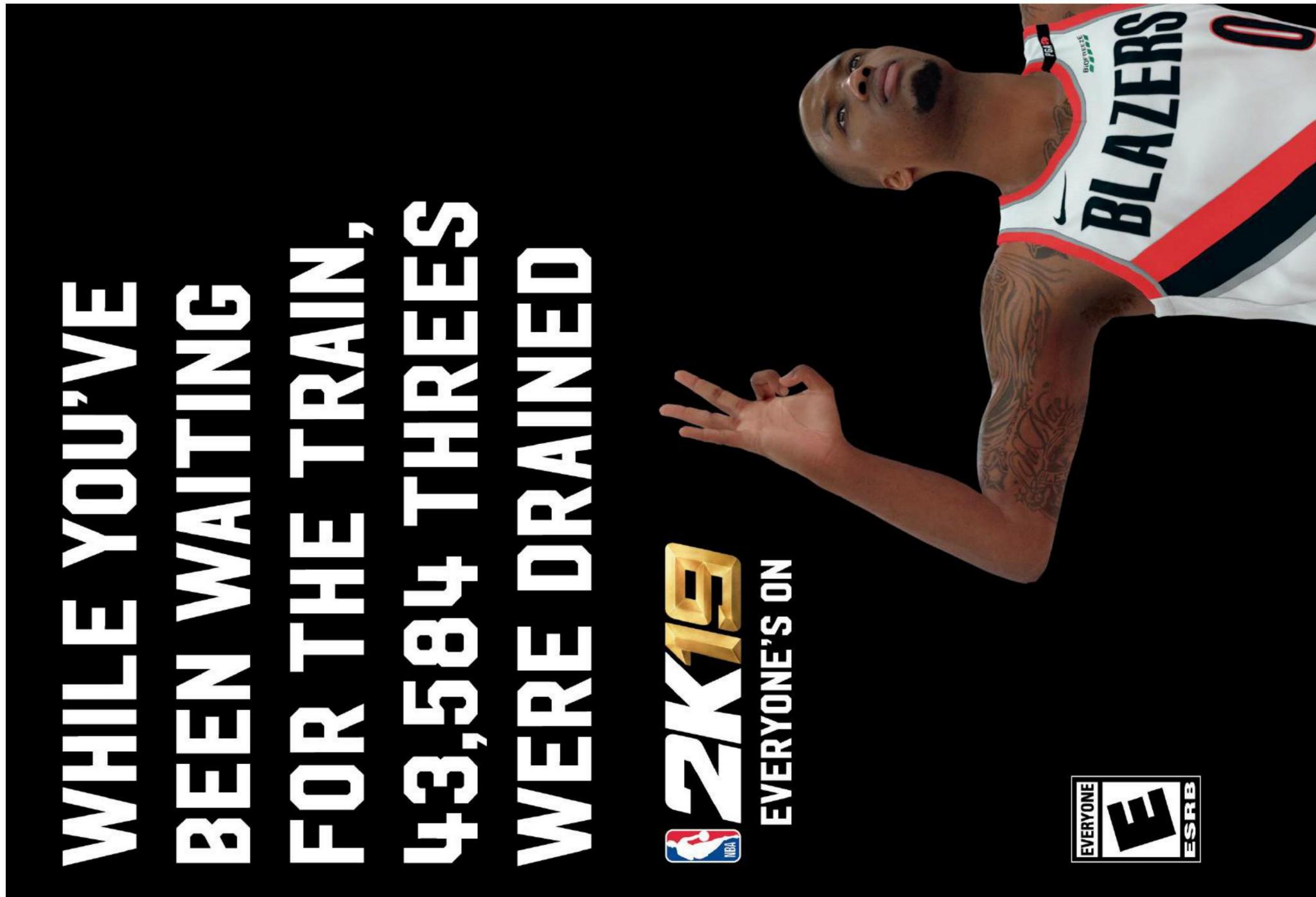
11.28.18

NBA2K

HOME
OFFICE
OUT

NBA2K

SUBWAY DIOS



While you've been waiting for the train, 43,584 threes were drained

2K19
EVERYONE'S ON

ESRB
EVERYONE

A basketball player in a Portland Trail Blazers jersey (number 0) is shown from the waist up, looking towards the camera with a slight smile. He has a tattoo on his left arm. The background is black.



Meet the latest 34,798-time Finals MVP

2K19
EVERYONE'S ON

ESRB
EVERYONE

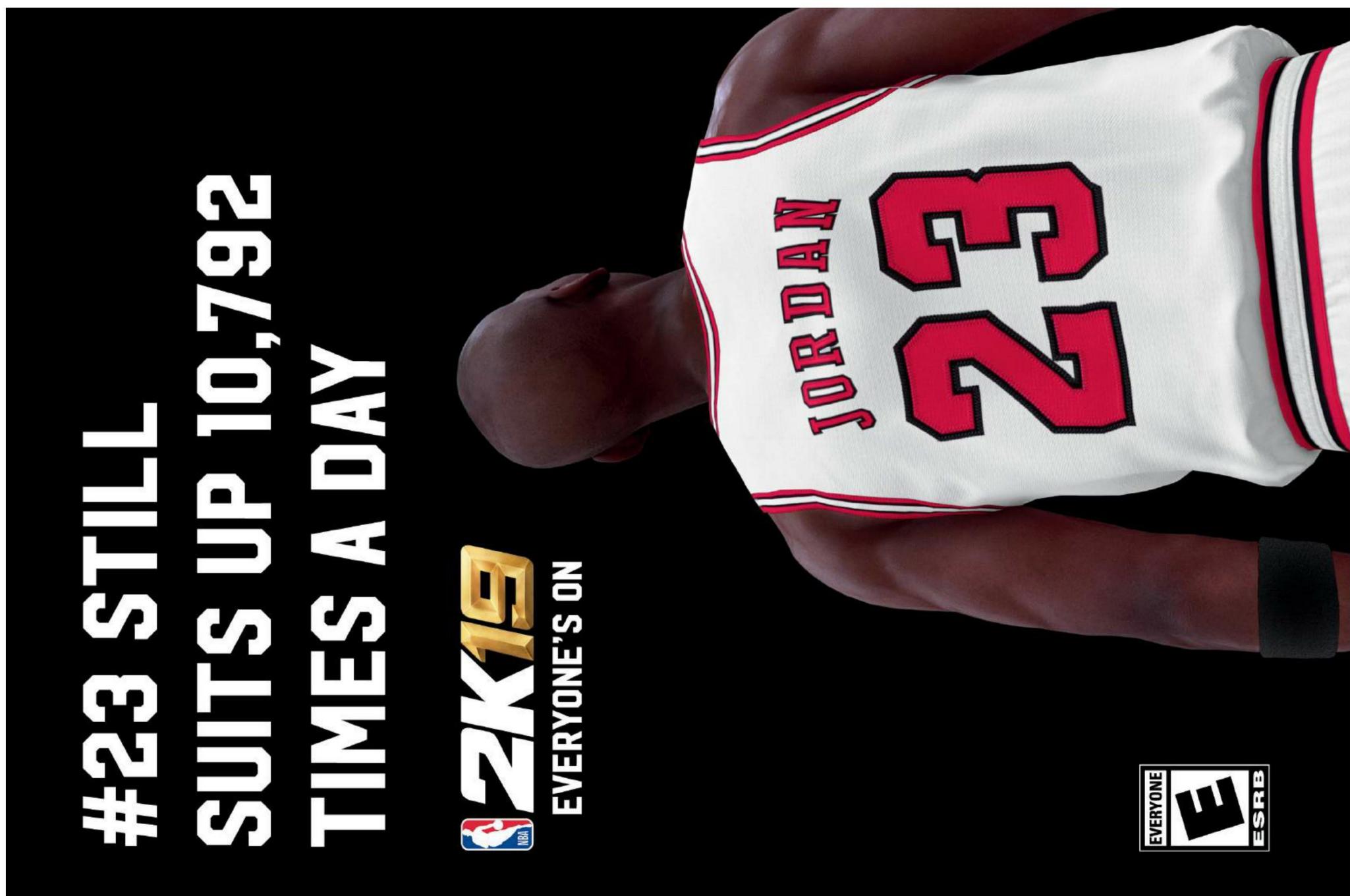
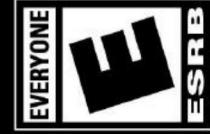
A basketball player in an Orlando Magic jersey (number 3) is shown from the chest up, looking towards the camera with a neutral expression. The background is black.

WILD POSTINGS



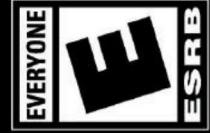
KAREEM'S
SKYHOOK IS
UNGUARDABLE
6,771 TIMES
A DAY

2K18
EVERYONE'S ON



#23 STILL
SUITS UP 10,792
TIMES A DAY

2K18
EVERYONE'S ON



173,315 PLAYERS
DOMINATE WITH
THE MAMBA
MENTALITY

2K19
EVERYONE'S ON





WALLSCAPES



BUS SHELTERS



LEBRON TAKES
ON JORDAN
534 TIMES A DAY

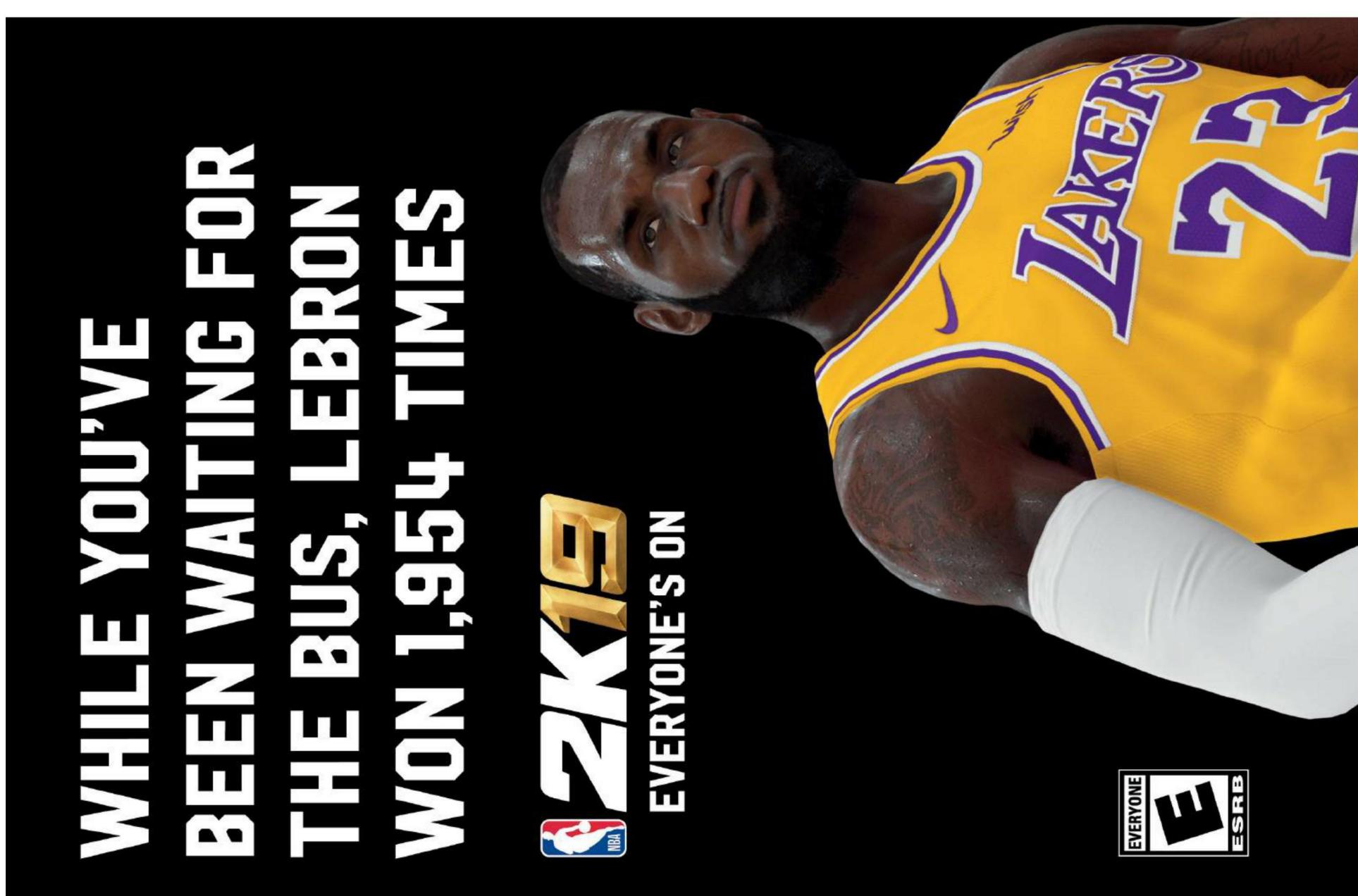
2K19
EVERYONE'S ON
NBA



WHILE YOU'VE
BEEN WAITING
FOR THE BUS,
THE LAKERS WON
1,954 GAMES

2K19
EVERYONE'S ON
NBA

EVERYONE
ESRB



WHILE YOU'VE
BEEN WAITING FOR
THE BUS, LEBRON
WON 1,954 TIMES

2K19
EVERYONE'S ON
NBA

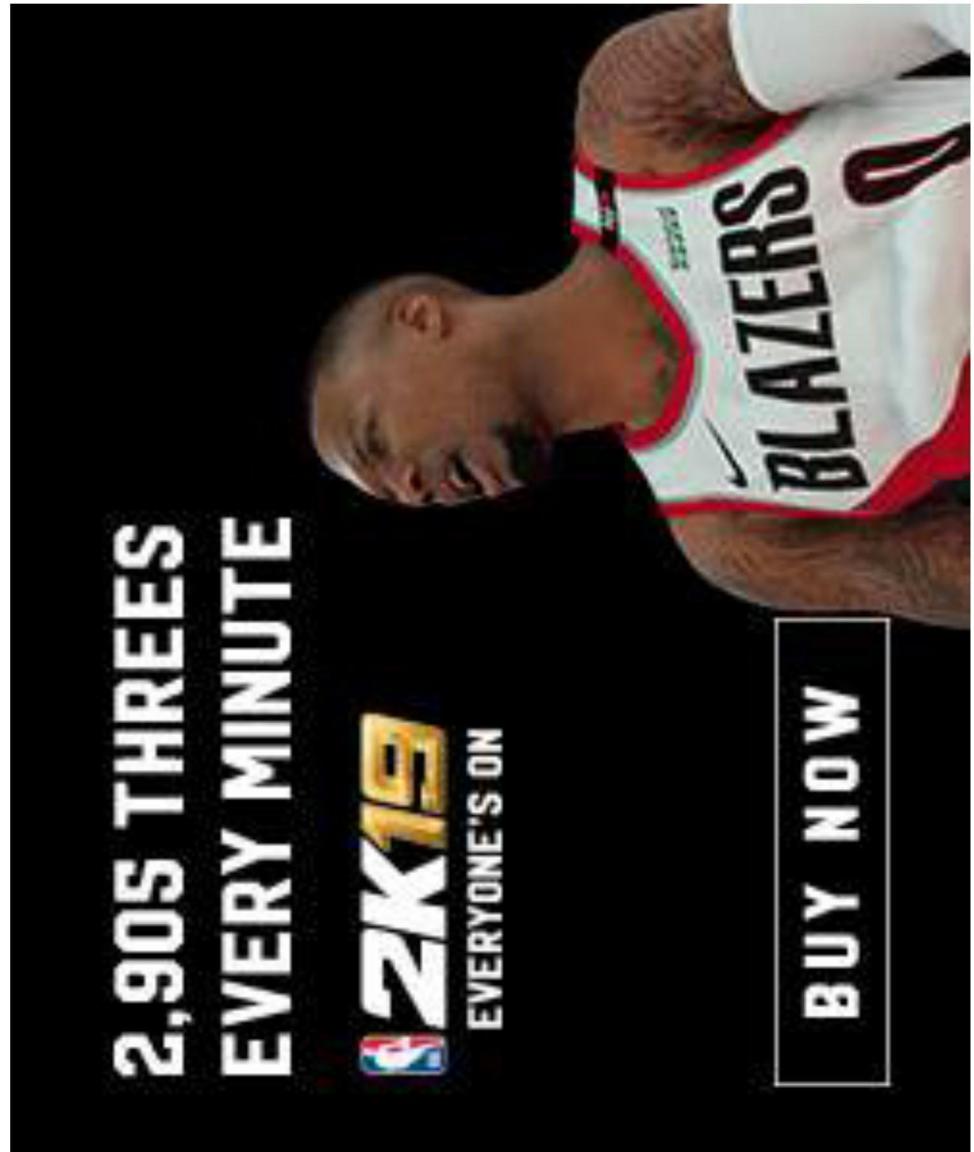
EVERYONE
ESRB



DIGITAL
DATA
S

NBA2K

SQUARE UNITS



Available Sizes:

300x250

250x250

NBA2K

14



HORIZONTAL UNITS

Available Sizes:

320x50

728x90

380x212

428x240

520x250

970x250

1060x590

1244x700

1400x510

1920x1080

1600x450 Superhero Billboard

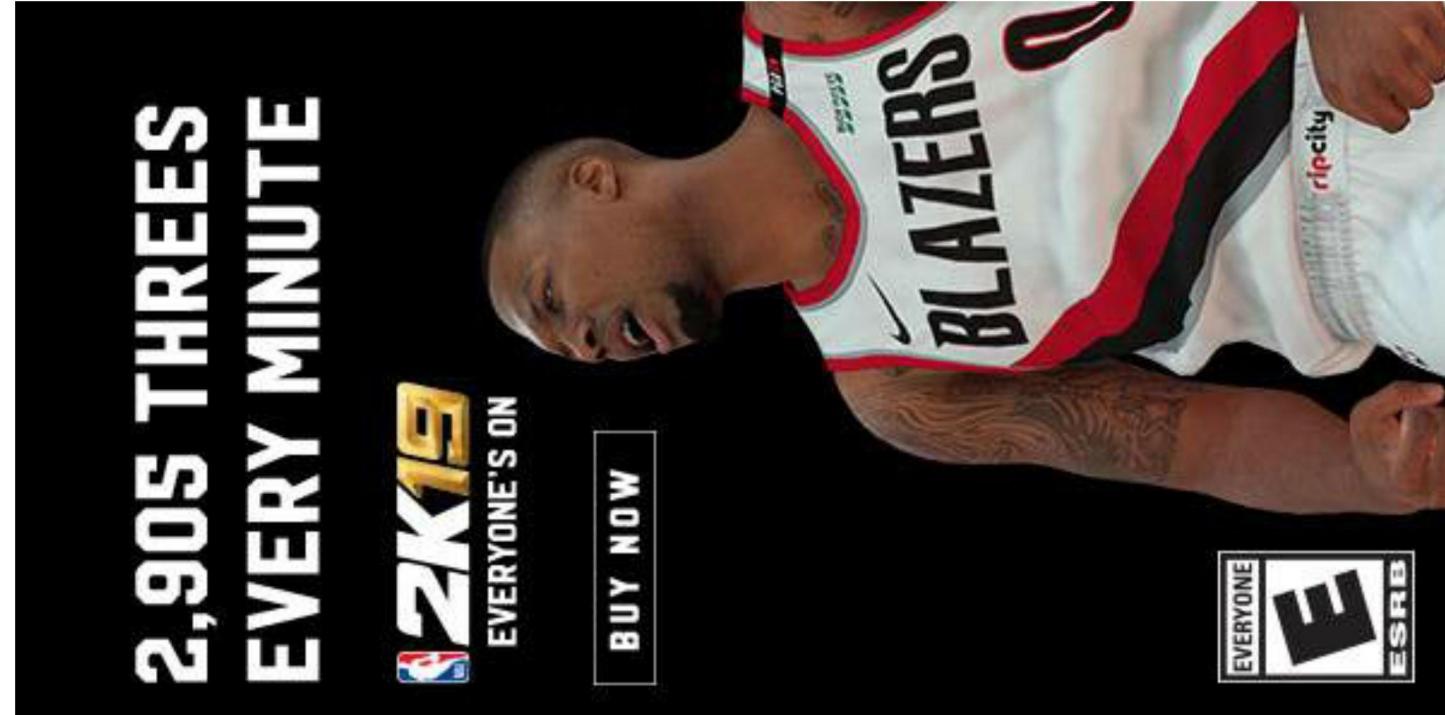
1920x1080 Jumbotron Desktop



NBA2K



VERTICAL UNITS



Available Sizes:

- 160x600
- 300x420
- 300x600



ANIMATED
DIGITAL

NBA2K

ANIMATED DIGITAL BANNERS

Available Sizes:

300x250

160x600

300x50

300x600

320x50

320x480

728x90

728x250

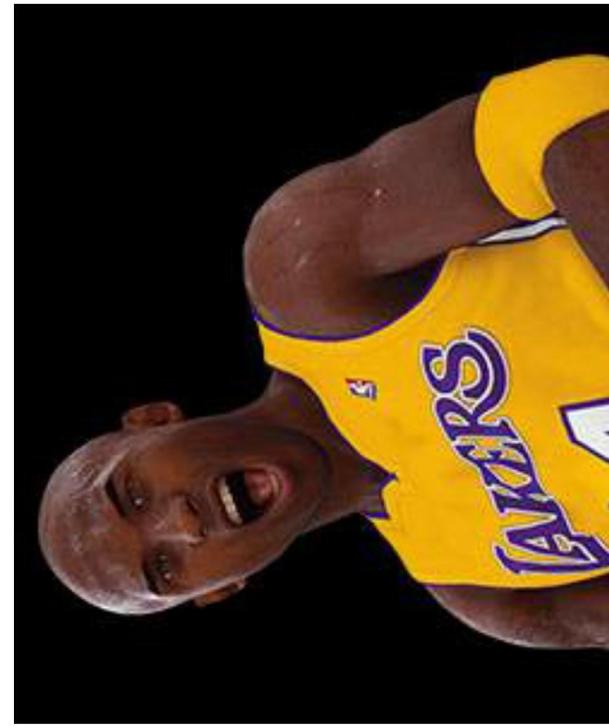
970x66

970x250

970x415

1280x100

1280x418



+

VIDEO

VOODOO

ONLINE

DIGITAL

NBA2K

TAKE-TWO_00000873

VIDEO ASSETS

<https://fileshare.bsssp.com/?u=AIgg6MeH&p=K0wCU5ot>